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ABSTRACT

Attesting to the continuing economic strength and institutional vitality of the newspaper business in 1987, this booklet presents a statistical summary of the industry in the United States and Canada. The statistics cover a wide range of topics, including (1) number of daily newspapers; (2) daily newspaper circulation; (3) single copy sales price; (4) daily newspaper advertising volume, expenditures, and content; (5) newsprint consumption and prices; (6) employment; (7) weekly newspaper circulation; (8) the 20 largest newspapers in 1986; and (9) Canadian newspaper circulation and advertising. A section of additional facts about the newspaper industry is included, as is information on the American Newspaper Publishers Association. (HTH)

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Facts About Newspapers

A Statistical Summary of the Newspaper Business Published by the American Newspaper Publishers Association

Employment

Advertising Revenues

Daily Newspapers

Circulation

A CENTURY OF SERVICE

February 16, 1987, marked ANPA's 100th year of service to newspaper people, advancing the cause of a free press and ensuring it has the economic strength essential to serve the American people. And, 1987 marks the 200th anniversary of our nation's Constitution that established the role of the free press in helping to preserve all other freedoms embodied in our Constitution.

Over the past century ANPA has helped newspapers carry out their Constitutional mandate—to lead the search for truth—to help make democracy work—to help individuals and communities adjust to change and to improve their lives.

A strong, free press and a strong, free society are inseparable—and ANPA strives to help fulfill that imperative.

The statistics in this booklet attest to the continuing vitality of the newspaper business in 1986—and previous years.

United States

☆Employment in newspapers in 1986 increased for the fourth consecutive year to a new high of 461,000. Latest U.S. Department of Labor statistics show an increase of 9,500 employees in 1986 and 21,000 over the past two years.

☆Newspapers continue to lead all media with 26 percent of total 1986 U.S. advertising expenditures.

Sunday Newspapers

Weekly Newspapers

Newsprint Consumption

Canadian Newspapers

☆Newspapers' advertising revenues increased to almost $27 billion, an increase of 7.2 percent over 1985 revenues and some $4.5 billion more than its nearest competitor, television.

☆Daily newspapers totaled 1,657 in number with 500 morning, 1,187 evening and 30 "all-day" publications. Average daily circulation was 62,489,360.

☆Sunday newspapers continued to grow in number and circulation with a total of 809 Sunday editions and more than 61,500,000 in circulation—an increase of 11 newspapers and more than 2.5 million in circulation.

☆Weekly newspapers numbered 7,600, with circulation of 47,593,000.

☆Newsprint consumption by all users increased to 12 million metric tons in 1986 with daily newspapers consuming 8.9 million tons, 74.3 percent of the U.S. total.

Canada

☆A total of 110 daily newspapers were published in Canada in 1986. Total daily circulation was 5,681,850.

☆Canadian daily newspaper advertising revenues in 1986 totaled $1.5 billion, almost 23 percent of the estimated $6.7 billion total advertising revenues. Television ranked second with $1.1 billion.

Number of Daily Newspapers

U.S. Morning, Evening and Sunday Newspapers 1946-1986

Year	Morning	Evening	Total M&E[1]	Sunday
1946	334	1,429	1,763	497
1950	322	1,450	1,772	549
1955	316	1,454	1,760	541
1960	312	1,459	1,763	563
1965	320	1,444	1,751	562
1970	334	1,429	1,748	586
1975	339	1,436	1,756	639
1980	387	1,388	1,745	735
1981	408	1,352	1,730	755
1982	434	1,310	1,711	768
1983	446	1,284	1,701	772
1984	458	1,257	1,688	783
1985[2]	482	1,220	1,676	798
1986[3]	500	1,187	1,657	809

[1] *There were 30 "all-day" newspapers in 1986. They are listed in both morning and evening columns but only once in the total.*

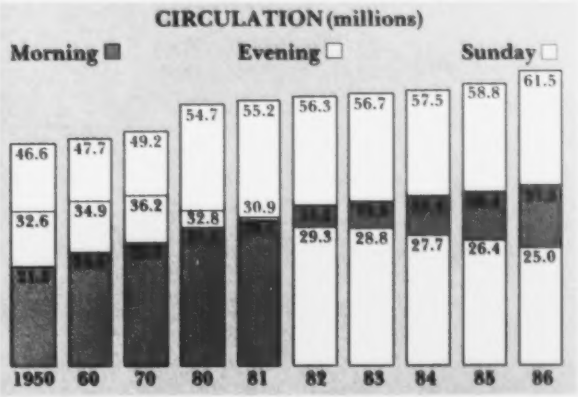
[2] *Revised figures*

[3] *Preliminary figures*

Source: Editor & Publisher

Daily Newspaper Circulation

U.S. Morning, Evening and Sunday Circulation 1946-1986



Year	Morning	Evening	Total M&E	Sunday
1946	20,545,908	30,381,597	50,927,505	43,665,364
1950	21,266,126	32,562,946	53,829,072	46,582,348
1955	22,183,408	33,963,951	56,147,359	46,447,658
1960	24,028,788	34,852,958	58,881,746	47,698,651
1965	24,106,776	36,250,787	60,357,563	48,600,090
1970	25,933,783	36,173,744	62,107,527	49,216,602
1975	25,490,186	36,165,245	60,655,431	51,096,393
1980	29,414,036	32,787,804	62,201,840	54,671,755
1981	30,552,316	30,878,429	61,430,745	55,180,004
1982	33,174,087	29,313,090	62,487,177	56,260,764
1983	33,842,142	28,802,461	62,644,603	56,747,436
1984	35,424,418	27,657,322	63,081,740	57,511,975
1985[1]	36,361,561	26,404,671	62,766,232	58,825,978
1986[2]	37,490,662	24,998,698	62,489,360	61,515,214

[1] *Revised figures*

[2] *Preliminary figures*

Source: Editor & Publisher

Daily Newspapers by Circulation Groups

Growth (U.S.)
1946-1986

Year	NUMBER OF DAILY NEWSPAPERS					DAILIES OVER 50,000	
		Circulation					
	Total	Under 50,000	50,001-100,000	100,001-250,000	Over 250,000	Number	Percentage
1946	1,763	1,564	91	70	38	199	11.3
1950	1,772	1,571	82	84	35	201	11.3
1955	1,760	1,548	94	82	36	212	12.1
1960	1,763	1,540	96	83	44	223	12.7
1965	1,751	1,510	111	88	42	241	13.8
1970	1,748	1,491	127	92	38	257	14.7
1975	1,756	1,504	135	81	36	252	14.3
1980	1,745	1,479	145	86	35	266	15.2
1981	1,730	1,473	138	88	31	257	14.9
1982	1,711	1,455	141	83	32	256	15.0
1983	1,701	1,444	141	79	37	257	15.1
1984	1,688	1,435	134	84	35	253	15.0
1985[1]	1,676	1,418	141	82	35	258	15.4
1986[2]	1,657	1,408	135	77	37	249	15.0

[1] *Revised figures*

[2] *Preliminary figures*

Source: Editor & Publisher

Single Copy Sales Price

U.S. Daily and Sunday Newspapers[1] 1965-1986

[1]These tables reflect daily and Sunday newspaper single copy sales prices in 5¢ increments to illustrate a trend. Newspapers selling for odd cents have been omitted, as have specialized newspapers.

DAILY

Year	5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢	50¢
1965	456	892	3	2	—	—	—	—	—
1970	46	1,507	139	5	1	—	—	—	—
1975	4	428	1,153	137	10	1	—	—	—
1980	—	41	497	644	555	9	7	1	—
1981	—	30	290	437	960	17	15	1	—
1982	—	14	143	272	1,227	29	16	3	—
1983	—	10	91	183	1,306	80	24	3	—
1984	—	6	61	111	1,316	109	75	2	2
1985	—	5	31	84	1,245	130	169	3	4
1986	—	3	17	49	1,124	152	302	3	9

SUNDAY

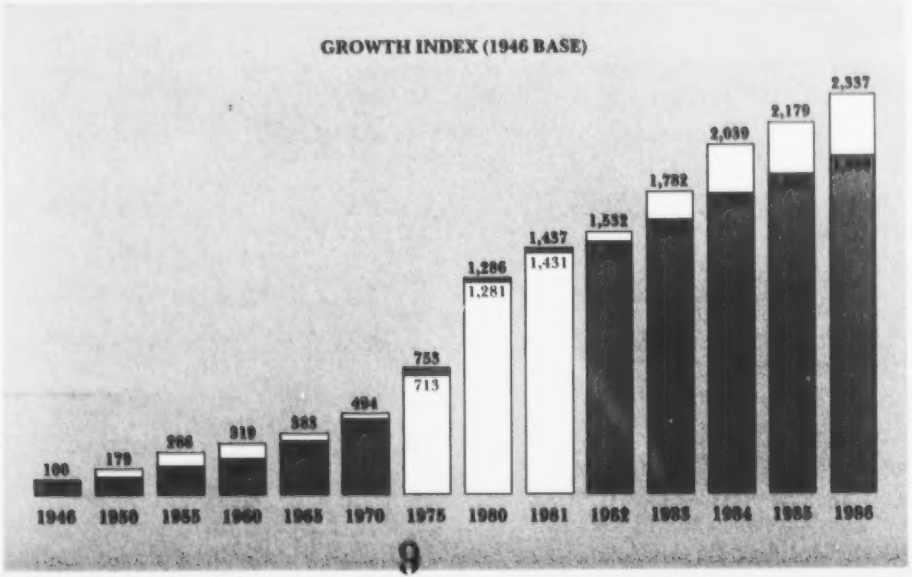
Year	5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢	45¢	50¢	55¢	60¢	65¢	70¢	75¢	80¢	85¢	90¢	95¢	$1.00	$1.25
1965	21	128	190	143	45	5	—	—	—	—	—	—	—	—	—	—	—	—	—		
1970	2	89	115	140	161	30	35	3	—	4	—	—	—	—	—	—	—	—	—	—	—
1975	—	37	61	49	170	58	157	37	3	51	1	4	—	—	1	—	—	—	—	—	—
1980	—	5	50	25	84	29	121	30	6	291	—	23	5	1	46	—	1	2	—	1	—
1981	—	—	33	16	77	24	88	21	3	313	4	22	2	—	117	—	3	—	—	5	—
1982	—	—	21	17	77	14	61	17	1	326	1	23	6	1	160	1	5	2	1	15	—
1983	—	—	5	12	88	8	44	15	3	309	1	26	5	1	170	1	6	3	—	60	—
1984	—	—	3	8	83	6	31	6	—	301	1	19	2	1	219	3	8	2	—	82	—
1985	—	1	—	5	76	6	26	3	—	282	—	15	1	—	229	2	5	2	1	123	1
1986	—	—	—	1	64	4	18	4	—	262	—	11	1	1	254	—	4	2	2	144	14

Source: ANPA

Daily Newspaper Advertising Volume

Growth of Daily Newspaper Advertising and the U.S. Economy 1946-1986

- Newspaper Advertising Volume
- Gross National Product



Year	National Advertising (millions)	Local Advertising (millions)	Total Newspaper Advertising (millions)	Index	Gross National Product[1] (billions)	Index
1946	$ 238	$ 917	$ 1,155	100.0	$ 212.4	100.0
1950	518	1,552	2,070	179.2	288.3	135.7
1955	712	2,365	3,077	266.4	405.9	191.1
1960	778	2,903	3,681	318.7	515.3	242.6
1965	784	3,642	4,426	383.2	705.1	332.0
1970	891	4,813	5,704	493.9	1,015.5	479.1
1975	1,109	7,125	8,234	712.9	1,598.4	752.5
1980	1,963	12,831	14,794	1,280.8	2,732.0	1,286.3
1981	2,259	14,269	16,528	1,430.9	3,052.6	1,437.2
1982	2,452	15,242	17,694	1,531.9	3,166.0	1,490.6
1983	2,734	17,848	20,582	1,782.0	3,405.7	1,603.4
1984	3,081	20,441	23,522	2,039.1	3,765.0	1,772.6
1985[1]	3,352	21,818	25,170	2,179.2	3,998.1	1,882.3
1986[2]	3,375	23,614	26,989	2,336.7	4,206.1	1,980.3

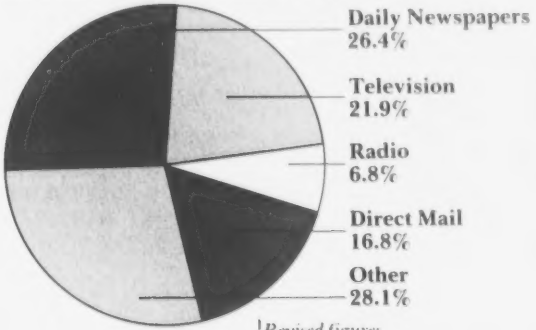
[1] *Revised figures*

[2] *Preliminary estimates*

Source: U.S. Department of Commerce, McCann-Erickson Inc.

Newspapers' Share of Advertising Expenditures

1985 and 1986 Sales and Percentages



		1985[1] (millions)	% of Total	1986[2] (millions)	% of Total	% of Change
Daily Newspapers	Total	$25,170	26.6	$26,989	26.4	+7.2
	National	3,352	3.5	3,375	3.3	+0.7
	Local	21,818	23.0	23,614	23.1	+8.2
Magazines		5,155	5.4	5,360	5.2	+4.0
Television	Total	20,770	21.9	22,375	21.9	+7.7
	Network	8,285	8.8	8,535	8.4	+3.0
	Spot	6,004	6.3	6,485	6.3	+8.0
	Local	5,714	6.0	6,455	6.3	+13.0
	Cable	767	0.7	900	0.9	+17.3
Radio		6,490	6.8	6,980	6.8	+7.6
Farm Publications		186	0.2	192	0.2	+3.2
Direct Mail		15,500	16.4	17,205	16.8	+11.0
Business Publications		2,375	2.5	2,470	2.4	+4.0
Outdoor		945	1.0	990	1.0	+4.8
Miscellaneous	Total	18,159	19.2	19,578	19.2	+7.8
	National	9,551	10.1	10,223	10.0	+7.0
	Local	8,608	9.1	9,355	9.2	+8.7
Grand Total National		53,355	56.3	56,995	55.8	+7.0
Grand Total Local		41,395	43.7	45,144	44.2	+8.7
TOTAL—ALL MEDIA		$94,750	100.0	$102,139	100.0	+7.8

[1] *Revised figures*

[2] *Preliminary estimates*

Source: McCann-Erickson Inc., Newspaper Advertising Bureau Inc.

Advertising Content

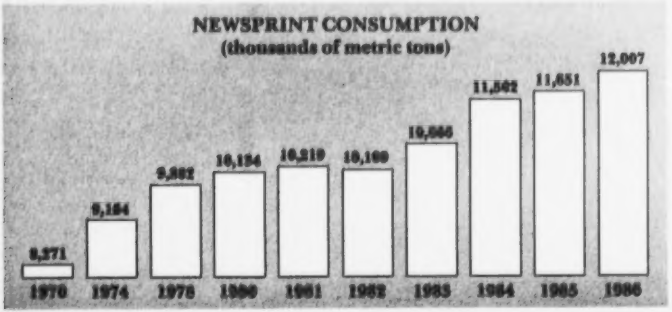
Ratio of Advertising to Total Content of U.S. Daily and Sunday Newspapers 1946-1986

Year	Morning	Evening	Sunday	Total
1946	52.9%	55.9%	53.1%	54.5%
1950	57.5	60.4	54.6	58.3
1955	60.9	61.8	58.2	60.7
1960	60.2	60.3	56.4	59.4
1965	60.9	61.0	59.1	60.5
1970	61.6	61.4	61.5	61.5
1975	63.2	63.0	65.7	63.7
1980	62.1	59.9	66.8	62.6
1981	61.2	59.7	67.3	62.3
1982	60.6	59.9	67.3	62.2
1983	60.4	60.6	68.0	62.5
1984	60.7	61.2	68.8	63.0
1985	60.4	59.7	69.4	62.8
1986		(Not Available)		

Source: Media Records

Newsprint Consumption

Comparison of U.S. Newsprint Consumption to National Economic Growth 1970-1986



Year	Newsprint Consumption[1]	Growth Index	Real GNP	Growth Index[2]
1970	8,271	100.0	2,416.2	100.0
1974	9,164	110.8	2,729.3	112.9
1978	9,882	119.5	3,115.2	128.9
1980	10,134	122.5	3,187.1	131.9
1981	10,219	123.6	3,248.8	134.5
1982	10,169	122.9	3,166.0	131.0
1983	10,666	129.0	3,279.1	135.7
1984	11,502	139.1	3,489.9	144.4
1985[2]	11,651	140.9	3,585.2	148.4
1986	12,007	145.2	3,674.9[3]	152.1

[1] *30-pound basis weight*

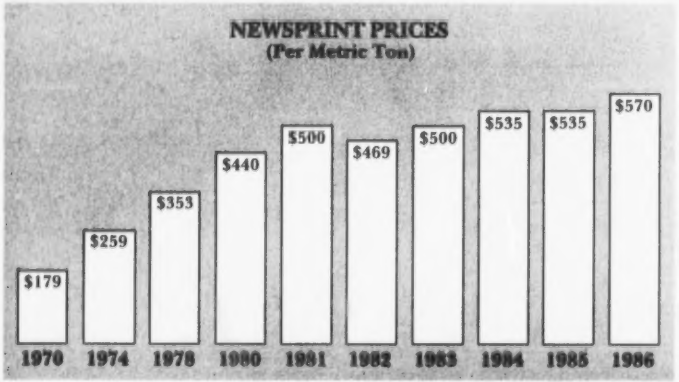
[2] *Revised figures*

[3] *Preliminary estimates*

Source: ANPA, U.S. Department of Commerce

Newsprint Prices

General Newsprint Prices in the Eastern U.S.[1]—Per Metric Ton 1970-1986



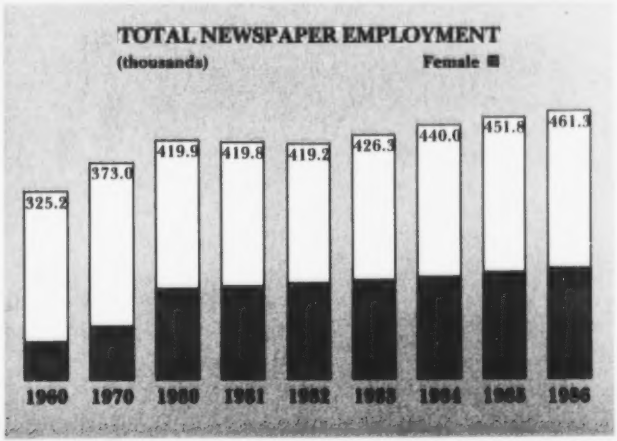
Year	Price	Year	Price
1970	$179	1979	$413
1971	188	1980	440
1972	194	1981	500
1973	235	1982	469
1974	259	1983	500
1975	287	1984	535
1976	336	1985	535
1977	336	1986	570
1978	353		

[1]Prices cited in effect at end of year, converted to 30-pound basis weight

Source: ANPA

Employment

Comparison of Newspaper Employment to Total U.S. Employment 1947-1986



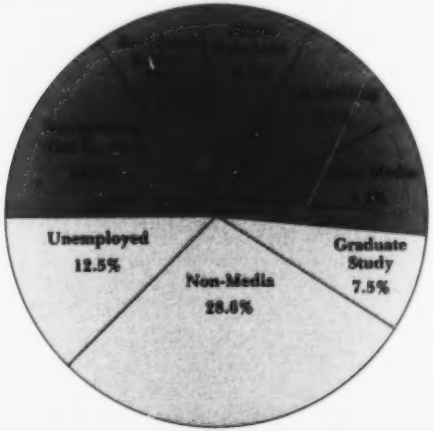
Year	Newspaper Employment (thousands)	Male Total (thousands)	Female Total (thousands)	Growth Index	Total U.S. Employment (thousands)	Growth Index
1947	248.5	N/A	N/A	100.0	57,038	100.0
1950	280.1	N/A	N/A	112.7	58,918	103.3
1955	302.1	N/A	N/A	121.6	62,170	109.0
1960	325.2	260.0	65.2	130.9	65,778	115.3
1965	345.4	269.5	75.9	139.0	71,088	124.6
1970	373.0	275.3	97.7	150.1	78,678	137.9
1975	376.8	257.3	119.5	151.6	85,846	150.5
1980	419.9	262.3	157.6	169.0	99,303	174.1
1981	419.8	259.6	160.2	168.9	100,397	176.0
1982	419.2	256.3	162.9	168.7	99,526	174.5
1983	426.3	258.9	167.4	171.5	100,834	176.8
1984[1]	440.0	264.1	175.9	177.1	105,005	184.1
1985[1]	451.8	267.1	184.7	181.8	107,150	187.9
1986[2]	461.3	268.8	192.5	185.6	109,597	192.1

[1]*Revised figures*
[2]*Preliminary estimates*

Source: U.S. Bureau of Labor Statistics

Employment

Journalism School Graduates
Where they went to work 1985-1986



	1985		1986	
	Graduates	% of Total	Graduates	% of Total
Newspapers/Wire Services	3,162	15.5	3,270	15.5
Broadcast/Radio/TV	1,653	8.1	1,752	8.3
Public Relations	2,407	11.8	1,836	8.7
Advertising	2,142	10.5	2,047	9.7
Magazines	286	1.4	527	2.5
Other Media	1,626	8.0	1,414	6.7
TOTAL—MEDIA HIRE	11,275	55.3	10,846	51.4
Graduate Study	1,346	6.6	1,582	7.5
Non-Media	5,324	26.1	6,034	28.6
Unemployed	2,454	12.0	2,638	12.5
TOTAL GRADUATES	20,400	100.0	21,100	100.0

Source: The Dow Jones Newspaper Fund Inc.

Weekly Newspapers

U.S. Weekly Newspapers and Circulation 1960-1987[1]

Year	Total Weekly Newspapers	Average Circulation	Total Weekly Circulation
1960	8,174	2,566	20,974,338
1965	8,061	3,106	25,036,031
1970	7,612	3,660	27,857,332
1975	7,612	4,715	35,892,409
1980	7,954	5,324	42,347,512
1981	7,602	5,389	40,970,890
1982	7,666	5,875	45,035,092
1983	7,626	5,808	44,295,042
1984	7,547	5,710	43,092,465
1985[1]	7,704	6,359	48,988,801
1986[1]	7,711	6,497	50,098,000
1987[1]	7,600	6,262	47,593,000

[1]*Includes paid and free circulation newspapers*
Source: National Newspaper Association

U.S. Daily Newspaper Circulation— 1986's 20 Largest

	Daily Circulation[1]
The Wall Street Journal	1,952,283 (m)
New York Daily News	1,270,926 (m)
USA Today	1,179,052 (m)
Los Angeles Times	1,086,383 (m)
The New York Times	1,001,694 (m)
The Washington Post	748,019 (m)
Chicago Tribune	744,969 (m)
New York Post	731,668 (all day)
The Detroit News	680,800 (all day)
Detroit Free Press	656,477 (m)
Chicago Sun-Times	612,686 (m)
Newsday	603,172 (e)
San Francisco Chronicle	551,545 (m)
The Boston Globe	516,284 (m)
The Philadelphia Inquirer	504,946 (m)
The Miami Herald	462,887 (m&e)
The Newark Star-Ledger	460,330 (m)
The Cleveland Plain Dealer	452,343 (m)
Houston Chronicle[2]	425,434 (all day)
The Baltimore Sun	397,584 (m&e)

[1] *ABC FAS-FAX, Sept. 30, 1986*

[2] *ABC FAS-FAX, March 31, 1986*

Source: Audit Bureau of Circulations

U.S. Newspaper Companies—1986's 20 Largest

Ranked by Daily Circulation

	Daily Circulation[1]	Number of Dailies	Sunday Circulation[1]	Number of Sunday Editions
Gannett Co. Inc.	5,827,662	92	5,360,861	63
Knight-Ridder Newspapers Inc.	3,831,968	33	4,635,478	26
Newhouse Newspapers	3,034,836	27	3,758,194	21
Times Mirror Co.	2,714,155	9	3,431,497	8
Tribune Co.	2,641,655	9	3,476,767	7
Dow Jones & Co. Inc.	2,514,466	23	404,833	10
The New York Times Co.	1,744,932	26	2,305,458	16
Scripps Howard	1,640,035	23	1,669,972	10
Hearst Newspapers	1,582,485	15	1,948,472	10
Thomson Newspapers Inc. (U.S.)	1,539,286	99	983,728	47
News America Publishing Inc.	1,257,015	3	507,304	2
Cox Enterprises Inc.	1,250,478	20	1,533,977	16
Capitol Cities Communications Inc.	937,243	9	836,176	4
Freedom Newspapers Inc.	923,877	30	919,477	20
Ingersoll Newspapers	869,347	34	621,611	16
The Washington Post Co.	803,589	2	1,136,563	2
Central Newspapers Inc.	795,497	7	906,414	4
Chronicle Publishing Co.	755,435	7	891,110	3
Donrey Media Group	751,837	57	709,592	51
The Copley Press Inc.	745,353	12	717,618	6

[1]*Average for six months ended Sept. 30, 1986*

Source: Morton Research, Lynch, Jones & Ryan; Audit Bureau of Circulations

Canadian Daily Newspapers

Total Number and Circulation
1946-1986

Year	Morning	Evening	Total M&E[1]	Total Circulation
1946	19	71	90	2,927,329
1951	18	73	91	3,563,907
1956	18	76	94	3,889,097
1961	17	84	101	4,091,025
1966	16	87	103	4,329,951
1971	24	89	113	4,826,870
1975	22	92	114	4,885,782
1980	25	95	120	5,391,724
1981	27	94	119	5,476,119
1982	25	93	116	5,578,286
1983	26	92	115	5,546,381
1984	26	90	113	5,557,932
1985	30	84	111	5,620,811
1986	31	82	110	5,681,850

[1]*There were three "all-day" newspapers in 1986. They are listed in both morning and evening columns but only once in the total.*

Source: Audit Bureau of Circulations,
Canadian Advertising Rates and Data,
Canadian Daily Newspaper Publishers Association

Canadian Daily Newspaper Advertising Volume

The Growth of Newspaper Advertising and the Canadian Economy 1962-1986

Year	National (thousands)	Local (thousands)	Classified (thousands)	Total (thousands)	Index	Gross National Product (millions)	Index
1962	$ 52,321	$ 91,294	$ 40,439	$184,054	100.0	$ 42,927	100.0
1965	58,393	113,294	49,135	220,822	120.0	55,364	129.0
1970	64,433	164,704	72,255	301,392	163.8	85,685	199.6
1975	107,036	298,800	158,802	564,638	306.8	165,343	385.2
1980	199,935	535,347	252,023	987,305	536.4	297,556	693.2
1981	249,102	622,246	291,090	1,162,438	631.6	339,797	791.6
1982	222,504	659,533	267,687	1,149,724	624.7	358,302	834.7
1983	230,043	724,109	279,016	1,233,168	670.0	389,844	908.2
1984[1]	276,734	766,377	310,169	1,353,280	735.0	420,870	980.4
1985[1]	291,000	789,000	338,000	1,418,000	770.4	435,724	1,057.0
1986[2]	306,000	828,000	379,000	1,513,000	822.0	487,753	1,251.1

[1] *Revised figures*

[2] *Preliminary figures*

Source: Statistics Canada Actuals 1962-1984, MacLean-Hunter Research Bureau 1985-1986, Canadian Daily Newspaper Publishers Association

Canadian Advertising

Comparison of Various Media 1985 and 1986

		1985[1] (thousands)	% of Total	1986[2] (thousands)	% of Total
Daily Newspapers	Total	$1,418,000	22.7	$1,513,000	22.7
	National	291,000	4.7	306,000	4.6
	Local	789,000	12.7	828,000	12.4
	Classified	338,000	5.3	379,000	5.7
Television	Total	1,046,502	16.8	1,109,600	16.6
	National	824,124	13.2	869,400	13.0
	Local	222,378	3.6	240,200	3.6
Radio	Total	566,247	9.1	610,000	9.1
	National	139,695	2.2	146,000	2.2
	Local	426,552	6.9	464,000	7.0
Weeklies, semi, tri, etc. (including controlled distribution)	Total	357,000	5.7	374,000	5.6
	National	27,000	0.4	29,000	0.4
	Local	330,000	5.3	345,000	5.2
Weekend Supplements		40,000	0.6	44,000	0.6
Magazines, General		273,000	4.4	287,000	4.3
Business Papers		189,000	3.0	196,000	2.9
Farm Papers		24,000	0.3	25,000	0.3
Directories, Phone, City		404,700	6.5	418,000	6.3
Religious, School & Other		23,000	0.4	26,000	0.4
Other Print	Total	1,441,987	23.1	1,583,000	23.7
Outdoor	Total	450,225	7.2	484,000	7.3
TOTAL ALL MEDIA		$6,233,660	100.0	$6,669,600	100.0

[1] *Revised figures*

[2] *Preliminary estimates*

Source: MacLean-Hunter Research Bureau, Canadian Daily Newspaper Publishers Association

More Facts . . .

☆Daily newspapers are read in 74 percent of all U.S. households. Sixty-three percent of American adults read a daily newspaper every weekday.

☆More than eight out of 10 American adults (86%) read at least one newspaper each week.

☆An average of 2.2 persons read each of the 63 million daily newspaper circulated in the United States each day. In metropolitan areas, an average of 2.7 persons read each newspaper circulated.

☆Advertising expenditures in U.S. daily newspapers increased by 7.2 percent in 1986 with total sales of almost $27 billion, $4.6 billion more than its nearest competitor, television.

☆U.S. newspaper employment increased by 9,500 in 1986 to a new high of 461,000. Over the past two years, newspaper employment increased by more than 21,000.

☆Female employment increased by 7,800, representing 82 percent of the total increase in 1986. Women now constitute almost 42 percent of the total U.S. newspaper workforce.

☆Fifty-one percent of the 21,100 journalism and mass communictions college graduates found media jobs within four months of graduation in 1986.

☆Women comprised 66 percent of total 1986 graduates and, for the third consecutive year, newspapers hired more women than men. Almost 54 percent of daily newspaper jobs and 57 percent of all newspaper/wire service jobs were filled by women.

☆The 3,937 correspondents and editors listed in a 1987 Washington, D.C., news media directory constitutes the largest concentration of journalists in the world.

☆Eleven U.S. daily newspapers reported converting from P.M. to A.M. publication in 1986. Two "all day" newspapers also converted to A.M. publication and one A.M. newspaper converted to P.M.

☆Eleven newspapers reported adding a Sunday edition in 1986.

☆Canada provides 57 percent of all newsprint used in the United States. U.S. mills provide more than 40 percent and less than three percent comes from overseas.

☆U.S. daily newspaper consumption increased by 2.3 percent to 8.9 million metric tons, almost 75 percent of total U.S. consumption in 1986.

☆Newspapers continue to lead all other advertising media with 26.4 percent of total 1986 U.S. advertising expenditures. Television ranked second with 21.9 percent and direct mail was third with 16.8 percent.

☆Total U.S. advertising expenditures in 1987 are projected to surpass $109 billion with newspapers' share expected to approach $29 billion.

☆Canadian daily newspapers gained 22.7 percent of Canadian advertising revenues, leading all other Canadian media. Television ranked a distant second with 16.6 percent.

☆Canadian daily newspaper advertising revenues increased by 6.7 percent in 1986 to an estimated total of $1,513,000, some $400 million higher than its nearest competitor, television.

☆Daily newspapers hired the highest number of graduates and the highest number and percentage of minority graduates. Fourteen percent of all graduates hired by daily newspapers were minority graduates.

☆Daily newspapers are published in 1,525 cities in the United States. One hundred twenty-five cities have two or more daily newspapers.

☆Forty-seven cities have two or more separately owned newspapers including 21 cities publishing under joint operating agreements.

☆One hundred forty-six newspaper groups own 1,217 newspapers representing about 73 percent of total dailies and approximately 80 percent of total circulation.

☆The predominant single-copy street-sale price of U.S. daily newspapers remained at 25 cents with 1,124 newspapers (67.8%) selling at that price in 1986.

☆Four hundred sixty-six U.S. dailies (21.1%) sold for more than 25 cents in 1986, an increase of 160 newspapers.

☆Two hundred sixty-two U.S. Sunday newspapers (33%) still sell for 50 cents, 433 Sunday papers sell at higher prices.

☆The average single-copy price of all Sunday newspapers is almost 67 cents, with 254 selling at 75 cents, 144 at $1.00 and 14 selling for $1.25.

☆U.S. and Canadian newspapers invested more than $1 billion in new plant construction, improvements and new equipment in 1985.

About ANPA . . .

ANPA is a trade association of 1,388 member newspapers—mostly U.S. dailies, although membership includes non-dailies and newspapers published in Canada and elsewhere in the Western Hemisphere. ANPA-member newspapers account for 90 percent of U.S. daily circulation, and 80 percent of the daily circulation in Canada.

ANPA was founded in 1887 at Rochester, N.Y. with charter members from 12 states in the East and Midwest. An office was established in New York City where ANPA maintained headquarters until it moved to The Newspaper Center in Reston, Va., near Washington, D.C., in 1972.

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ANPA Membership by Circulation
(As of March 31, 1987)

Circulation group	Number of Member Newspapers	Percent of Total Membership
Under 5,000	149	10.73
5,001-10,000	232	16.71
10,001-15,000	198	14.27
15,001-25,000	238	17.15
25,001-50,000	264	19.02
50,001-100,000	162	11.67
100,001-250,000	98	7.06
250,001-500,000	27	1.95
500,001-1,000,000	14	1.01
Over 1,000,000	6	0.43
	1,388	100.00

Facts About Newspapers is published annually by the American Newspaper Publishers Association as a service to the newspaper business and to the general public.

ANPA serves newspapers to advance the cause of a free press, and to ensure that it has the economic strength essential to serve the American people by working to:

- enhance the worldwide ability of newspapers to cover, transmit and publish the news freely and fairly
- represent the newspaper business in dealings with the government, the courts and others
- assist newspapers in enhancing their operating effectiveness, particularly in anticipating and understanding future developments in technology and public policy
- widely disseminate information to and about the newspaper business
- strengthen ANPA's service to newspapers in cooperation with other organizations representing all facets of the business.

ANPA maintains close, cooperative relationships with other newspaper and journalism organizations. Located at The Newspaper Center in Reston are offices of:

- ANPA
- ANPA Foundation
- ANPA Credit Bureau Inc.
- American Association of Sunday and Feature Editors
- American Society of Newspaper Editors
- International Circulation Managers Association
- International Newspaper Advertising and Marketing Executives
- International Newspaper Financial Executives
- International Newspaper Marketing Association
- National Association of Black Journalists
- Newspaper Association Managers Inc.
- Newspaper Personnel Relations Association
- Nihon Shinbun Kyokai (Japanese Newspaper Publishers and Editors Association)
- Society of Newspaper Design
- World Press Freedom Committee

ANPA is a member of the International Federation of Newspaper Publishers (FIEJ), the World Press Freedom Committee and the International Press Telecommunications Council.

ANPA serves the varied needs of its member newspapers through a number of departments.

Human Resources—assists member newspapers in formulating labor policy, contract negotiations strategy, arbitration preparation, union management, Title VII (EEOC, etc.), and wage and hour matters; conducts seminar and conference programs on labor and personnel relations for all management levels; on-site consultations are available upon request.

Legal—represents the interests of newspapers before the courts and the regulatory agencies of government; provides member newspapers with information on legal matters affecting newspaper operations.

Government Affairs—monitors and reports on government matters including free press, business, tax, postal and international matters; represents the interests of the newspaper business with all branches of government at all levels, both domestic and international.

Membership—maintains close contact with member newspapers assuring that various ANPA services are channeled to executives according to each member's needs; develops cost effective programs to encourage membership, including ANPASURE® custom insurance program and discount agreements for rental or lease of motor vehicles.

Newsprint and Transportation—assists member newspapers with transportation details of shipments; advises on all aspects of newsprint on-track unloading and off-track delivery; clarifies carriers' tariff rules and regulations; monitors newsprint consumption and supply; coordinates the ANPA/ICMA Safe Driving Campaign.

Technical Services—provides in-plant consultation and evaluation in all areas of newspaper technical operations; develops and conducts "hands-on" training programs in existing and new technology; manages and conducts the annual ANPA Technical Exposition and Conference; gathers and disseminates technical information through presstime and other Association publications.

Library—a major information resource on matters relating to newspapers.

ANPA Foundation—a non-profit organization chartered in 1961 "to encourage in the broadest and most liberal manner the advancement of freedom of speech and of the press." Seeks to develop informed and intelligent newspaper readers through its Newspaper in Education program; to advance professionalism of the press; to promote and assist newspaper and community literacy programs; to enhance opportunities for minorities in newspapering.

ANPA sponsors two major meetings annually for its members:

- **The Annual ANPA Convention** includes the Association's annual meeting for official business and features a three-day program of speakers, panels and discussion sessions on matters of interest to the newspaper business.

Industry and Public Affairs—monitors readership and circulation matters; coordinates ANPA liaison with other newspaper business associations; performs publications policy review and edits all publications; handles press and public relations for the Association; responds to inquiries of member newspapers, the press and the public.

Training Services—conducts educational programs in marketing, strategic planning, management skills and other subject areas; maintains information on newspaper training programs; sponsors an annual conference for newspaper trainers.

presstime—monthly journal of ANPA, covers all aspects of the newspaper business; includes in-depth analyses of current issues and trends in the newspaper business; keeps member newspapers abreast of the activities of the Association.

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Technical Research—initiates design, development and construction of prototype equipment or systems; evaluates new ideas, equipment and designs; provides technical expertise, testing and advice in environmental areas; developed and distributes HAZPAK, the federal Hazard Communication Standard Compliance Package; develops computer software and hardware prototype for newspapers; develops raw material improvements such as ink, newsprint, etc.; develops testing procedures, production aids and trouble-shooting guides.

Telecommunications Affairs—tracks new technology developments, analyzes telecommunications industry trends and identifies new business opportunities; sponsors seminars, conducts research, and provides information on such topics as cable-TV, videotex, teletext, low-power TV and other telecommunications activities.

1987—New York City, May 4-6
1988—Honolulu, April 25-27
1989—Chicago, April 24-26
1990—Los Angeles, April 23-25
1991—New York City, April 22-24
1992—Vancouver, British Columbia, April 20-22

- **The Annual ANPA Technical Exposition and Conference** combines five days of the largest annual trade show of newspaper systems and equipment with a conference program designed to help improve newspaper production operations. Future technology is featured.

1987—Las Vegas, June 6-10
1988—Atlanta, June 11-15
1989—New Orleans, June 10-14
1990—Miami Beach or Dallas, June 9-13
1991—Miami Beach or Las Vegas, June 8-12
1992—Atlanta, June 6-10

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TO ADVANCE THE CAUSE OF A FREE PRESS

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